

BLUE ZONES PROJECT OVERVIEW



BLUE ZONES PROJECT

YUBA SUTTER



Adventist Health



BLUE ZONES PROJECT

THE SECRETS OF LIVING LONGER, BETTER ARE ALL AROUND US

Blue Zones Project® is helping transform communities across North America into areas where the healthy choice is easy and people live longer with a higher quality of life.



IT ALL BEGAN

with Dan Buettner's 20+ year longevity study to find the world's healthiest people.

THE ORIGINAL BLUE ZONES EXIST ALL OVER THE GLOBE

3x

more likely
to live to 100

.....
Living on average

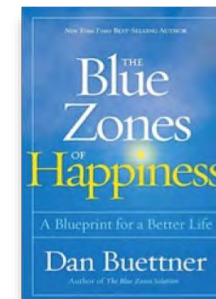
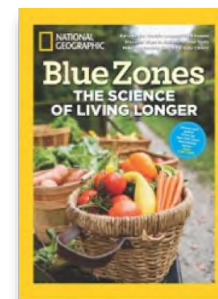
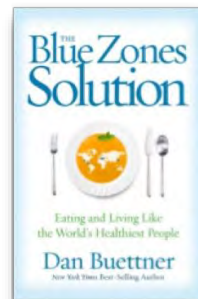
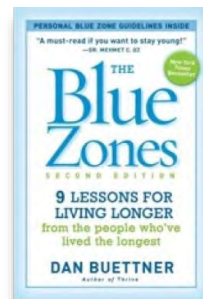
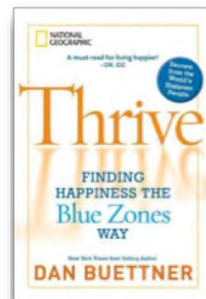
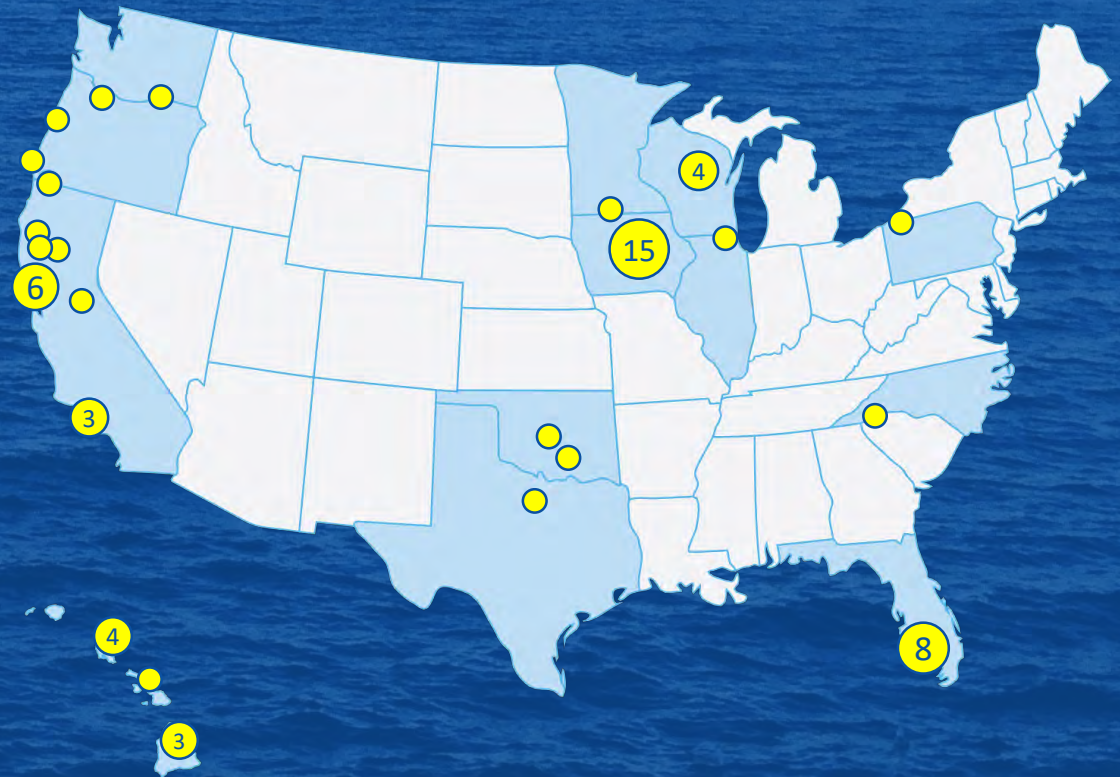
12 more

good years than
we do in North
America.



THE BLUE ZONES PROJECT DIFFERENCE

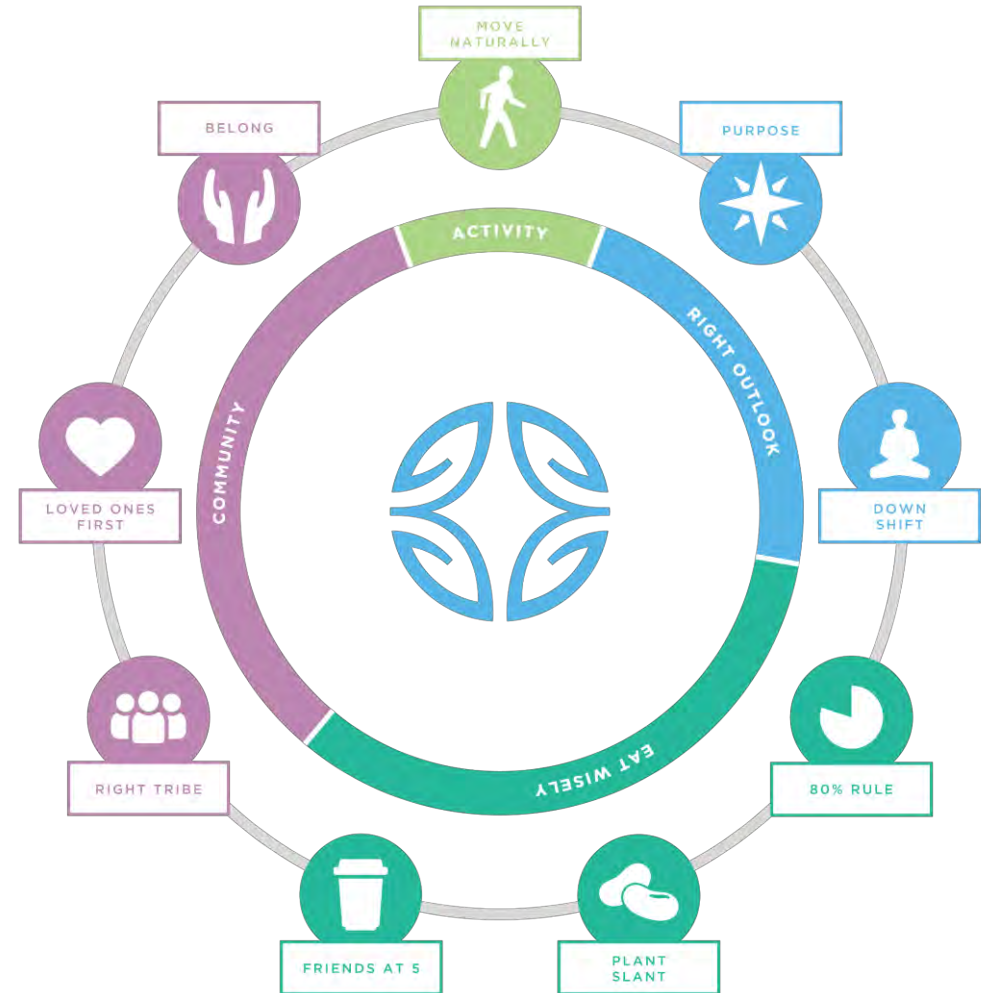
Based on research of the world's longest-lived populations, Blue Zones Project® by Sharecare is impacting nearly 4 million people across North America.



THE POWER 9° :

Lessons for Living Life Longer, Better

- MOVE NATURALLY
- RIGHT OUTLOOK
 - Downshift
 - Sense of Purpose
- EAT WISELY
 - Friends @ 5
 - Plant Slant
 - 80% Rule
- CONNECT
 - Love Ones First
 - Belong
 - Right Tribe



BLUE ZONES PROJECT LIFE RADIUS MODEL



Residents of the original blue zones areas make healthy choices because those choices are easy—even unavoidable—in their surroundings. That's why Blue Zones Project focuses on influencing the life radius®, the area close to home in which people spend 80 percent of their lives.

Our work is rooted in lessons learned from the world's longest-lived cultures. We translated these lessons into environmental changes that strengthen social ties, reshape places, and sharpen policies to support healthy choices.

Blue Zones Project works to improve what we call the life radius, the area around a person's home where they spend most of their time.

BLUE ZONES PROJECT COMMUNITY TRANSFORMATION PROCESS



ASSESSMENT & DEVELOPMENT

- Preliminary community assessment (2-day visit)
- Focus groups, 1:1's
- Presentations
- Sponsor identification and ROI analysis
- Identify volunteers and talent to support project roles

FOUNDATION (9 months)

- Community Input & Discovery
- Well-Being Measurement
- Coalition Building
- Training
- Blueprint Development
- Volunteer Mobilization

TRANSFORMATION: 5-10 years (4 years)

- Implement Blueprint
- Engage people and places
- Impact policy to drive environmental change
- KPIs reported on annual basis

CERTIFICATION + SUSTAINABILITY + EVOLUTION

- Celebrate!
- Create and implement sustainable blueprint
- Continue impacting well-being in the community
- Showcase outcomes using Community Well-Being Index

HOW WE MEASURE WELL-BEING

The Sharecare Community Well-Being Index merges decades of clinical research, health care leadership and behavioral economics expertise to track and understand the key factors that drive greater well-being for individuals and populations, providing an in-depth, nearly real-time view of Americans' well-being.

[Learn More: wellbeingindex.sharecare.com](https://wellbeingindex.sharecare.com)

Community Well-Being Index



Appointed BZP Steering Committee Member



1-2 hour time commitment
per month



Supports the BZP mission &
drives the work forward



Flexibility to appoint an
elected or non-elected official



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